

EXHIBIT 96

REDACTED

Message

From: [REDACTED]
[REDACTED]@docs.google.com]
Sent: 12/12/2014 7:59:34 PM
To: [REDACTED]@google.com
Subject: AdX Per Buyer Res... - Will we proactively communicate we're...
Attachments: [REDACTED]

[REDACTED] mentioned you in a comment on AdX Per Buyer Reserve Prices

[REDACTED]
[REDACTED]

Will we proactively communicate we're doing this? Or is the plan to keep this secret from both pubs and buyers?

[REDACTED] [REDACTED]
[REDACTED] I'd like this to be a silent launch. If you or others feel strongly against talk to [REDACTED]@google.com

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